

DEPARTMENT OF INTERCULTURAL MANAGEMENT
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
IKM 131		1		1
Title		T	A	L
Culture and Communication: Communication Studies		2		2
Language	German			
Level	Graduate	X	Postgraduate	
Department / Program	Intercultural Management			
Forms of Teaching and Learning	Face to Face			
Course Type	Compulsory	X	Elective	
Objectives	The course provides an overview of the main basic concepts, topics, problems, state of research, models and theoretical approaches in communication studies.			
Content	<p>Communication studies is a social science that focuses on the study of the processes of public communication. Communication studies deals with all aspects of public communication processes and those mediated by the mass media. The course "Introduction to Communication Science" focuses on:</p> <p>1- Communication theory and communication research. 2- Structure and organization of public communication 3- Journalism and public relations.</p> <p>It familiarizes with the central basic concepts and related models and theoretical approaches. It focuses on the central actors (journalism, public relations, among others).</p>			
Prerequisites	-			
Coordinator	Prof. Dr. Aykut Arıkan			
Lecturer(s)	Prof. Dr. Aykut Arıkan			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Merten, Klaus (1999): Einführung in die Kommunikationswissenschaften, Bd. 1. Grundlagen der Kommunikationswissenschaften, Hamburg.			
Other Sources	<p>Roland Burkart, Kommunikationswissenschaft. Grundlagen und Problemfelder. Umriss einer interdisziplinären Sozialwissenschaft. Böhlau verlag, 2002.</p> <p>Klaus Beck, Kommunikationswissenschaft , Basics Verlag, 2016 Heinz Pürer, Publizistik- und Kommunikationswissenschaft, UVK,2014.</p> <p>Heinz Pürer, Nina Springer, Wolfgang Eichhorn, Grundbegriffe der Kommunikationswissenschaft. UTB, 2015</p>			

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	<p>Heinz Pürer, Kommunikationswissenschaft als Sozialwissenschaft. UTB, 2015</p> <p>Jarren, Otfried (Hrsg.), Öffentliche Kommunikation. Handbuch Kommunikations- und Medienwissenschaft. Wiesbaden: Westdeutscher Verlag, S. 458-480.</p> <p>Christina Holtz-Bacha, Schlüsselwerke für die Kommunikationswissenschaft. Westdeutscher Verlag, 2002.</p>
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Additional Course Material

Documents	-
Assignments	-
Exams	-

Course Composition

Social Sciences	60	%
Cultural Studies	40	%
Natural Sciences		%
Health Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	15	2	30
Self-Study			
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	15	15
Recitations			
Laboratory			
Projects			

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Final Exam	1	15	15
Total Work Load			60
ECTS Points (Total Work Load / 28)			2

Learning Outcomes

1	.Students get familiar with different communication science theories and learn to assess the strengths and weaknesses of these approaches. Tools for this are the relevant specialist literature. The students are able to independently deepen their knowledge in different subfields of communication science by means of recommended literature. They can formulate and discuss current issues on a structural level in a historical and systematic perspective. Upon completion of the course, they will have the subject knowledge and methodological skills to describe and analyze both the preconditions and the basal structural and functional features of communicative processes.
2	

Weekly Content

1	Introduction to communication science.
2	Problems and subareas of communication science
3	Problems and subareas of communication science
4	Communication theories
5	Communication theories
6	Communication theories
7	Communication Theories
8	Communication theories
9	Structure and organization of public communication
10	Structure and organization of public communication
11	Journalism
12	Journalism
13	Public relations
14	Conclusions
15	

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8
1	5	4	4	4	5	5	5	5
2								

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<https://obs.tau.edu.tr/oibs/bologna/progLearOutcomes.aspx?lang=tr&curSunit=199>

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